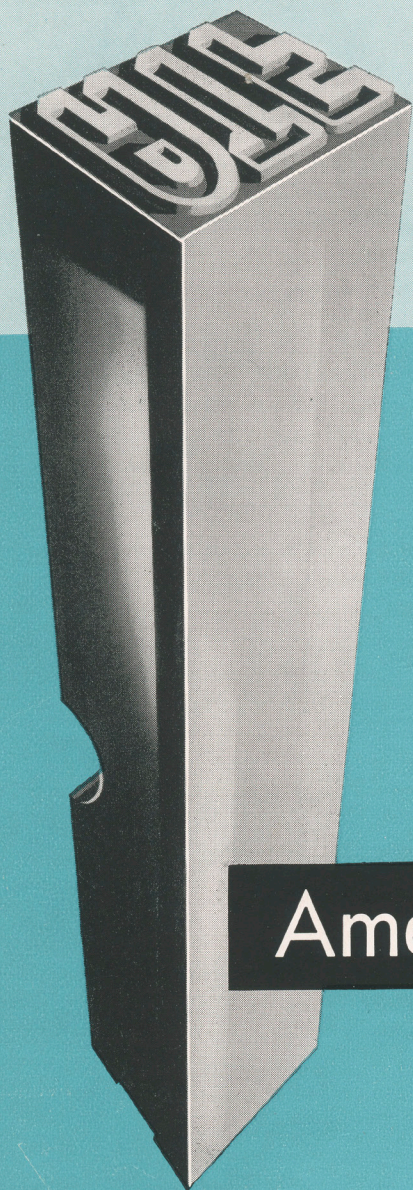


# New type faces



- Put these latest
- ATF faces
- to work for you

**American Type Founders**

200 Elmora Avenue, Elizabeth, New Jersey

*Branches and Stocks in Principal Cities*



# Here is the Latest in **ATF** Type Faces

This folder displays the latest additions to ATF's type selection

**Brody . . .** was designed to duplicate in type a much used, popular style of display handlettering. To achieve this, we carefully preserved the characteristic, brushy contours of the letters by using a new, ATF-developed method of pattern making. BRODY is cast on a regular square body and has no fragile kerns to give you trouble in reproduction. This really NEW type will enable you to offer your customer handlettering at only a fraction of its cost! Now available in all sizes shown.

**Dom Bold . . .** also brand new, was made by popular demand! Its companion face, DOM CASUAL, hit the top of the best sellers list in 1953 while the DIAGONAL did not stay far behind. Many felt they would also like a bold weight for extra emphasis. So here is DOM BOLD, casual as ever, but speaking more forcefully!

**Franklin Gothic Wide . . .** helped start a trend toward expanded gothics. Since then, it has been widely imitated, although the excellence of its design — it was completely re-drawn and re-proportioned — has not been equalled. The 6, 8, 10 and 12 point were added recently, providing remarkably legible body sizes for use in blocks of copy, captions, etc. This new width will make the entire Franklin Gothic family more versatile than ever. It is the kind of family that lasts!

**Steelplate Gothic Bold . . .** has been revived in 30 and 36 point only, to satisfy a widespread demand for larger companions for the Copperplate Gothics. The prices will surprise you: 30 point only \$7.20 a complete font; 36 point, \$8.30 complete (caps and figures). We expect to have a run on this face, so order now for early shipment.

**Troyer Zodions . . .** hard to beat as general decorative spots. They were designed to be versatile and their use is by no means limited to "signs of the Zodiac." They will liven up monotonous jobs, especially if they serve to introduce a touch of color. Designed by the famous artist who gave us the now well-known Troyer Ornaments. Price for the 2 fonts combined is less than the cost of having one small cut made to order! 36 point, \$2.25 per font — 48 point, \$2.70 per font.

**All new faces sell at regular ATF prices,  
subject to quantity discount**



**Brody**

Design patent applied for

Aa Bb Cc Dd Ee Ff Gg Hh

Ii Jj Kk Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu Vv Ww Xx

Yy Zz & ' & " , ; - ! ? ' ' " " %

\$1234567890¢

Exploring Forest Sights While Motoring Along  
the highways of our modern country with proud

18 point  
12A 28a 10-1  
l.c. alphabet 156 pts.  
char. per pica 2.2

The First Reading of the Book will  
strike the initial spark. It is a mark

24 point  
9A 17a 8-1  
l.c. alphabet 204 pts.  
char. per pica 1.7

Book Illustrations Need No  
justification for the exhibition

30 point  
7A 14a 7-1  
l.c. alphabet 260 pts.  
char. per pica 1.3

Fine Arts Divisions Now Enter Many of  
our educational institutions. It's necessary

36 point  
5A 11a 5-1  
l.c. alphabet 309 pts.  
char. per pica 1.1

Special Combination Offered to  
all subscribers of this newspaper

48 point  
4A 8a 4-1

Brody is the Type used in  
distinguished styles shown

60 point  
3A 6a 3-1

This is the 72 Point of  
Brody and completes

72 point  
3A 4a 4-1



18 point  
15A 32a 11-1  
l.c. alphabet 137 pts.  
char. per pica 2.5

EXPLORING FOREST SIGHTS WHILE MOTORING  
along the marvelous highways of our modern country is

24 point  
10A 19a 7-1  
l.c. alphabet 183 pts.  
char. per pica 1.9

THE FIRST READING OF THE BOOK  
will strike the initial spark. It is a mark

30 point  
8A 15a 5-1  
l.c. alphabet 225 pts.  
char. per pica 1.5

BOOK ILLUSTRATION NEEDS  
no justification for this exhibition

36 point  
6A 13a 5-1  
l.c. alphabet 268 pts.  
char. per pica 1.3

FINE ARTS DIVISION NOW ENTERS MANY  
of our educational institutions. It is necessary for

48 point  
5A 9a 4-1

SPECIAL COMBINATION OFFER  
to subscribers of this publication only

60 point  
4A 8a 4-1

DOM CASUAL IS THE TYPE  
of today's trend for expression

72 point  
4A 5a 4-1

THIS IS THE 72 POINT  
size, which completes the

## DOM CASUAL

Design patent applied for

ABCDEFGHIJKLMNOP

QRSTUVWXYZ&TtTh

abcdefghijklmnopqrs

tuvwxyz.,;-!?''"%\_

‡1234567890‡ffflsstt



# DOM DIAGONAL

Design patent applied for

ABCDEFGHIJKLMN O P

Q R S T U V W X Y Z & T T h

a b c d e f g h i j k l m n o p q r s

t u v w x y z . , ; - ! ? " " " % \_

£ 1 2 3 4 5 6 7 8 9 0 ¢ ¢ ¢ ¢ ¢

*EXPLORING FOREST SIGHTS WHILE MOTORING  
along the marvelous highways of our modern country*

18 point  
14A 30a 9-1  
l.c. alphabet 142 pts.  
char. per pica 2.4

*THE FIRST READING OF THE BOOK  
will strike the initial spark. It is a mark*

24 point  
10A 20a 7-1  
l.c. alphabet 186 pts.  
char. per pica 1.8

*BOOK ILLUSTRATION NEEDS  
no justification for this exhibition*

30 point  
8A 15a 6-1  
l.c. alphabet 229 pts.  
char. per pica 1.5

*FINE ARTS DIVISION NOW ENTERS MANY  
of our educational institutions. It is necessary for*

36 point  
6A 13a 6-1  
l.c. alphabet 229 pts.  
char. per pica 1.3

*SPECIAL COMBINATION OFFER  
to subscribers of the publication only*

48 point  
5A 9a 4-1

*DOM DIAGONAL IS A TYPE  
of today's trend for expression*

60 point  
4A 7a 3-1

*THIS IS THE 72 POINT  
size, which completes the*

72 point  
4A 5a 4-1



18 point  
14A 29a 10-1  
l.c. alphabet 154 pts.  
char. per pica 2.2

**EXPLORING FOREST SIGHTS WHILE ON THE  
marvelous highways of our modern country is a**

24 point  
10A 18a 8-1  
l.c. alphabet 202 pts.  
char. per pica 1.7

**THE FIRST READING OF THE BOOK  
will strike the initial spark. It is more**

30 point  
8A 14a 6-1  
l.c. alphabet 250 pts.  
char. per pica 1.4

**BOOK ILLUSTRATION NEED  
no justification for the exhibit**

36 point  
7A 12a 6-1  
l.c. alphabet 295 pts.  
char. per pica 1.2

**FINE ARTS DIVISIONS NOW ENTER MANY  
of our educational institutions. It is necessary**

48 point  
5A 9a 4-1

**SPECIAL COMBINATION OFFER  
to subscribers of this publication**

60 point  
4A 7a 3-1

**DOM BOLD IS THE TYPE  
a trend for new expressions**

72 point  
4A 4a 4-1

**THIS 72 POINT SIZE  
shown here, completing**

## **DOM BOLD**

Design patent applied for

**A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z &  
a b c d e f g h i j k l m n o p q r s  
t u v w x y z . , ; - ! ? ' ' " -  
\$ 1 2 3 4 5 6 7 8 9 0 † ¢ ¤ ¤ ¤**



## Franklin Gothic Wide

ABCDEFGHIJKL  
 MNOPQRSTUVWXYZ  
 WXYZ&.,;:-!?"'"  
 abcdefghijklmn  
 opqrstuvwxyz  
 \$1234567890

6 pt. 17A 34a 12-1 l.c. alphabet 134 pts. char. per pica 2.6

**THE EARLY PRINTERS CAST THEIR**  
 They instructed some local blacksmith  
 to make the iron frames or chases for

8 pt. 15A 29a 11-1 l.c. alphabet 159 pts. char. per pica 2.2

**THE EARLY PRINTER CAST THE**  
 They instructed some local smith  
 to make the iron frame or chase

10 pt. 14A 26a 9-1 l.c. alphabet 198 pts. char. per pica 1.7

**THE EARLY PRINTER OF**  
 They instructed some local  
 blacksmith to make an iron

12 pt. 12A 23a 10-1 l.c. alphabet 221 pts. char. per pica 1.5

**THE EARLY PRINTERS**  
 They instructed some of

14 pt. 10A 20a 7-1 l.c. alphabet 266 pts. char. per pica 1.3

**THE EARLY PRINT**  
 They instructed the

**THE EARLY PRINTERS**  
 They instructed a smith

18 point  
 6A 13a 5-1  
 l.c. alphabet 330 pts.  
 char. per pica 1.0

**FALL COAT SALE**  
 a great selection of

24 point  
 5A 9a 4-1  
 l.c. alphabet 413 pts.  
 char. per pica .83

**TYPOGRAPHY**  
 and artist work

30 point  
 4A 7a 3-1  
 l.c. alphabet 504 pts.  
 char. per pica .68

**LINEN SALE**  
 second floor

36 point  
 3A 5a 3-1  
 l.c. alphabet 620 pts.  
 char. per pica .55

**SAMPLES**  
 will show a

42 point  
 3A 5a 3-1

**Are Finer**

48 point  
 3A 5a 3-1

**PAPER of the**

60 point  
 3A 3a 3-1

**NEW types**

72 point  
 3A 3a 3-1



## Troyer Zodions

36 pt  
Complete font shown



48 pt  
Complete font shown



## Steelplate Gothic Bold

30 pt  
3A  
3-1

**COMMERCIAL TRUST  
AND BANK BUILDING**

36 pt  
3A  
4-1

**GIBB'S PRINTERS  
MINTER & JENSEN**



**American Type Founders**

*Better, more profitable printing from the widest line of processes... GRAVURE... LETTERPRESS... OFFSET*